



WPTV

# ORDER

Print Date 10/25/12

Page 1 of 3

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315779 /**

Original Date / Revision  
10/24/12    10/24/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**TCJC - Treasure Cst. Jbs Coa. FL**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **C30N06**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	34	\$55,420.00	\$65,200.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$55,420.00</b>	<b>\$65,200.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	34	\$55,420.00	\$65,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/30/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	11111--			5		\$650.00		0.00				
N 2	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-11--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	11-11--			4		\$850.00		0.00				
N 3	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00



**WPTV**

Print Date: 10/25/12

Page 2 of 3

Contract / Revision    **315779**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:20:00

Advertiser    **Treasure Coast Jobs Coalit**    Product **TCJC - Treasure Cst. Jbs C**    Estimate #    **C30N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$750.00		0.00			
N 4	WPTV	11/06/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	-1-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-1-----					1	\$3,500.00		0.00			
N 5	WPTV	11/06/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-1-----					1	\$4,500.00		0.00			
N 6	WPTV	10/30/12	11/05/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00			
N 7	WPTV	10/30/12	11/05/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,200.00		0.00			
N 8	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$2,500.00		0.00			
N 9	WPTV	10/30/12	11/05/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$500.00		0.00			
N 10	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-1-1--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1-1-1--					3	\$3,000.00		0.00			
N 11	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$2,000.00		0.00			
N 12	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1---1--	:30	2	\$1,250.00	P-2	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1---1--					2	\$1,250.00		0.00			
N 13	WPTV	10/30/12	11/05/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,500.00		0.00			
N 14	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-1--	:30	3	\$5,000.00	P-2	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-1--					3	\$5,000.00		0.00			
N 15	WPTV	10/30/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$5,000.00		0.00			



**WPTV**

Print Date: 10/25/12

Page 3 of 3

Contract / Revision    **315779**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:20:00

Advertiser    **Treasure Coast Jobs Coalit**    Product **TCJC - Treasure Cst. Jbs C**    Estimate #    **C30N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	10/30/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$5,000.00		0.00			
N16	WPTV	10/30/12	11/05/12	Saturday Prime C l&o:svu	CM	10-11p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,000.00		0.00			
N17	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-1-----					1	\$4,500.00		0.00			
N18	WPTV	10/30/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$1,500.00		0.00			
Totals														34	\$65,200.00